

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 78, 79, 82-85, 87, 89, 90, 93-96, 98-101, 104-107 and 109 in accordance with the following:

1-77. (CANCELED)

78. (CURRENTLY AMENDED) A point management system using a computer to manage points issued to each customer of a plurality of customers who receives service according to an amount of points, comprising:

a customer identification unit to identify each customer according to a customer identification information;

a storing unit to store points for each customer;

a calculation unit of the computer to calculate an amount of points for each customer's current transaction using a ~~predetermined~~-calculation rate based on at least one specific condition including a purchase amount of the current transaction;

an issuing unit to issue the calculated amount of points;

an accumulation unit to accumulate the issued points to the stored points for each customer; and

a changing unit to change the ~~predetermined~~-calculation rate.

79. (CURRENTLY AMENDED) The point management system of claim 78, wherein the changing unit changes the ~~predetermined~~-calculation rate for each customer's current transaction according to each customer's past transaction record.

80. (ORIGINAL) The point management system of claim 79, wherein each customer's past transaction record comprises a number of times of customer transactions.

81. (ORIGINAL) The point management system of claim 79, wherein each customer's past transaction record comprises a number of times of customer access to the point management system through a terminal.

82. (CURRENTLY AMENDED) The point management system of claim 78, wherein the changing unit changes the ~~predetermined~~ calculation rate for each object in each customer's current transaction.

83. (CURRENTLY AMENDED) The point management system of claim 78, wherein the changing unit changes the ~~predetermined~~ calculation rate for each customer's current transaction according to a time zone of the transaction.

84. (CURRENTLY AMENDED) The point management system of claim 78, wherein the changing unit changes the ~~predetermined~~ calculation rate for each customer's current transaction according to a day of the transaction.

85. (CURRENTLY AMENDED) The point management system of claim 78, wherein the changing unit changes the ~~predetermined~~ calculation rate for each customer's current transaction according to an area of the transaction.

86. (ORIGINAL) The point management system of claim 78, further comprising:
a notifying unit to notify each customer of the stored and issued points via a terminal.

87. (CURRENTLY AMENDED) A point management system using a computer to manage points issued to each customer of a plurality of customers who receives service according to an amount of points, comprising:

a customer identification unit to identify each customer according to a customer identification information;

a storing unit to store points for each customer;

a calculation unit of the computer to calculate an amount of points for each customer's current transaction using a ~~predetermined~~ calculation rate based on a least one specific condition including a purchase amount of the current transaction;

an issuing unit to issue the calculated amount of points;

an accumulation unit to accumulate the issued points to the stored points for each customer; and

a changing unit to change a total amount of accumulated points according to a frequency of each customer's transactions.

88. (ORIGINAL) The point management system of claim 87, further comprising:
a notifying unit to notify each customer of the stored and issued points via a terminal.

89. (CURRENTLY AMENDED) A method of managing points issued to each customer of a plurality of customers who receives service according to an amount of points, the method employing a computer and comprising:

identifying each customer according to a customer identification information;

storing points for each customer;

calculating at the computer an amount of points for each customer's current transaction using a ~~predetermined~~ calculation rate based on at least one specific condition including a purchase amount of the current transaction;

issuing the calculated amount of points;

accumulating the issued points to the stored points for each customer; and

changing the ~~predetermined~~ calculation rate.

90. (CURRENTLY AMENDED) The method of claim 89, wherein the changing operation changes the ~~predetermined~~ calculation rate for each customer's current transaction according to each customer's past transaction record.

91. (ORIGINAL) The method of claim 90, wherein each customer's past transaction record comprises a number of times of customer transactions.

92. (ORIGINAL) The method of claim 90, wherein each customer's past transaction record comprises a number of times of customer access to the point management system through a terminal.

93. (CURRENTLY AMENDED) The method of claim 89, wherein the changing operation changes the ~~predetermined~~ calculation rate for each object in each customer's current transaction.

94. (CURRENTLY AMENDED) The method of claim 89, wherein the changing operation changes the ~~predetermined~~ calculation rate for each customer's current transaction according to a time zone of the transaction.

95. (CURRENTLY AMENDED) The method of claim 89, wherein the changing operation changes the ~~predetermined~~ calculation rate for each customer's current transaction according to a day of the transaction.

96. (CURRENTLY AMENDED) The method of claim 89, wherein the changing operation changes the ~~predetermined~~ calculation rate for each customer's current transaction according to an area of the transaction.

97. (ORIGINAL) The method of claim 89, further comprising:
notifying each customer of the stored and issued points via a terminal.

98. (CURRENTLY AMENDED) A method of managing points issued to each customer of a plurality of customers who receives service according to an amount of points, the method employing a computer and comprising:

identifying each customer according to a customer identification information;

storing points for each customer;

calculating at the computer an amount of points for each customer's current transaction using a ~~predetermined~~ calculation rate based on at least one specific condition including a purchase amount of the current transaction;

issuing the calculated amount of points;

accumulating the issued points to the stored points for each customer; and

changing a total amount of accumulated points according to a frequency of each customer's transactions.

99. (CURRENTLY AMENDED) The method of claim ~~99~~ 98, further comprising:
notifying each customer of the stored and issued points via a terminal.

100. (CURRENTLY AMENDED) A machine-readable medium that provides instructions for managing points issued to each customer of a plurality of customers who

receives service according to an amount of points, which, when executed by a machine, cause the machine to perform operations comprising:

- identifying each customer according to a customer identification information;
- storing points for each customer;
- calculating an amount of points for each customer's current transaction using a predetermined-calculation rate based on at least one specific condition including a purchase amount of the current transaction;
- issuing the calculated amount of points;
- accumulating the issued points to the stored points for each customer; and
- changing the ~~predetermined-calculation rate~~.

101. (CURRENTLY AMENDED) The machine-readable medium of claim 100, wherein the changing operation changes the ~~predetermined-calculation rate~~ for each customer's current transaction according to each customer's past transaction record.

102. (ORIGINAL) The machine-readable medium of claim 101, wherein each customer's past transaction record comprises a number of times of customer transactions.

103. (ORIGINAL) The machine-readable medium of claim 101, wherein each customer's past transaction record comprises a number of times of customer access to the point management system through a terminal.

104. (CURRENTLY AMENDED) The machine-readable medium of claim 100, wherein the changing operation changes the ~~predetermined-calculation rate~~ for each object in each customer's current transaction.

105. (CURRENTLY AMENDED) The machine-readable medium of claim 100, wherein the changing operation changes the ~~predetermined-calculation rate~~ for each customer's current transaction according to a time zone of the transaction.

106. (CURRENTLY AMENDED) The machine-readable medium of claim 100, wherein the changing operation changes the ~~predetermined-calculation rate~~ for each customer's current transaction according to a day of the transaction.

107. (CURRENTLY AMENDED) The machine-readable medium of claim 100, wherein the changing operation changes the ~~predetermined~~ calculation rate for each customer's current transaction according to an area of the transaction.

108. (ORIGINAL) The machine-readable medium of claim 100, wherein the instructions cause the machine to perform operations further comprising:
notifying each customer of the stored and issued points via a terminal.

109. (CURRENTLY AMENDED) A machine-readable medium that provides instructions for managing points issued to each customer of a plurality of customers who receives service according to an amount of points, which, when executed by a machine, cause the machine to perform operations comprising:

identifying each customer according to a customer identification information;
storing points for each customer;
calculating an amount of points for each customer's current transaction using a ~~predetermined~~ calculation rate based on at least one specific condition including a purchase amount of the current transaction;
issuing the calculated amount of points;
accumulating the issued points to the stored points for each customer; and
changing a total amount of accumulated points according to a frequency of each customer's transactions.

110. (ORIGINAL) The machine-readable medium of claim 109, wherein the instructions cause the machine to perform operations further comprising:
notifying each customer of the stored and issued points via a terminal.